

Last Received: 08/30/2012 10:53 AM

Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA.	Agency ( ) GMMB	Rep Firm
Advertiser ( ) HIRSCHBIEL FOR CONG	3050 K ST NW	Sales Office ( ) PHILADELPHIA
Product PAUL HIRSCHBIEL	WASHINGTON, DC 20007	Salesperson ( ) ANJIE BRADY
Estimate# 1215	Agency C/P1/P2/E 106/113/1215	
Buyer Maura Gilroy	Flight Dates 09/04/2012 - 09/10/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

SC=\*

-- REMARKS --

VER 5 ISSUE REVISE RATE AND SPOTS IN LN 1  
REVISE RATES IN LNS 2-5  
REVISE PRGM IN LN 3  
TOTAL REMAINS 2,225  
PLS CONFIRM ASAP  
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	TU-F	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$20.00	09/04-09/07	3	1	3	\$60.00	
				Buyline Comment: REVISE SPTS AND RATE PER STATION								
				Sales Remark: V5 REVISE SPTS AND RATE PER STATION								
				V5 More than 2 codes changed								
	*2	SU	10A-11A	FOX NEWS SUNDAY	:30	\$50.00	09/09-09/09	1	1	1	\$50.00	
				Buyline Comment: REVISE RATE PER STATION								
				Sales Remark: V5 REVISE RATE PER STATION								
				V5 More than 2 codes changed								
	*3	TH	9P-10P	GLEE	:30	\$500.00	09/06-09/06	1	1	1	\$500.00	
				Buyline Comment: REVISE RATE AND PRGM								
				Sales Remark: V5 REVISE RATE AND PRGM								
				V5 More than 2 codes changed								
	*4	TU-F	10P-1045P	WVBT FOX NEWS<	:30	\$300.00	09/04-09/07	1	1	1	\$300.00	
				Buyline Comment: REVISE RATE PER STATION								
				Sales Remark: V5 REVISE RATE PER STATION								
				V5 More than 2 codes changed								

EC'd Yes    Last Received: 08/30/2012 10:53 AM

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Estimate# 1215    Agency C/P1/P2/E 106/113/1215    Salesperson Phone# 215-567-6005  
Buyer Maura Gilroy    Flight Dates 09/04/2012 - 09/10/2012    Salesperson FAX# 215-567-5938  
Phone#    Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*5	M	10P-1045P	WVBT FOX NEWS<	:30	\$300.00	09/10-09/10	1	1	1	\$300.00	
				Buyline Comment: REVISE RATE PER STATION								
				Sales Remark: V5 REVISE RATE PER STATION								
				V5 More than 2 codes changed								
	*6	W	8P-10P	SYTYCD	:30	\$800.00	09/05-09/05	1	1	1	\$800.00	
				Buyline Comment: ADD TO SKED								
				Sales Remark: V5 ADD TO SKED								
				V5 Added								
	*7	SA	7P-730P	COL FBALL PRE GAME	:30	\$200.00	09/08-09/08	1	1	1	\$200.00	
				Buyline Comment: ADD TO SKED								
				Sales Remark: V5 ADD TO SKED								
				V5 Added								
	*8	TU-F	6A-7A	DARILY BUZZ	:30	\$5.00	09/04-09/07	3	1	3	\$15.00	
				Buyline Comment: ADD TO SKED								
				Sales Remark: V5 ADD TO SKED								
				V5 Added								

--REPORT TOTALS--

Report Totals: 12 / \$2,225.00

--SALES MONTHLY TOTALS--

Sep 12: 12 / \$2,225.00  
Sales Totals: 12 / \$2,225.00  
Station Totals: 12 / \$2,225.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals \$18,542    CATV 0%    WAVY 25%    WGNT 2%    WPXV 0%    WTKR 31%  
WTVZ 2%    WVBT 12%    WVEC 28%

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WASHINGTON, DC 20007  
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Flight Dates 09/04/2012 - 09/10/2012  
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---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

-- CREDIT RISK ---

CASH IN ADVANCE